



For Immediate Release  
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**New Numbers Show Significant Increase in Private Insurance Coverage**

*Commercial Enrollment Increased by 111,000 between January 1, 2007 & January 1, 2008*

**Boston, MA** – In another sign of the success of the state's landmark Health Care Reform Law, the Massachusetts Association of Health Plans today released new data indicating a significant increase in the number of individuals that enrolled in commercial insurance between January 1, 2007 and January 1, 2008.

According to membership data collected and aggregated from 11 health plans operating in Massachusetts, over 111,000 newly enrolled individuals purchased private insurance coverage, choosing to obtain health insurance through an employer or purchasing it either through the Commonwealth Health Insurance Connector or directly from one of the state's health plans. The private insurance enrollment exceeded the estimates of 100,000 residents that had been expected to sign up for commercial health insurance by the end of 2007, with nearly 77 percent (76.5%) of the increase coming from individuals enrolling through employer-sponsored coverage.

	<b>1/1/07</b>	<b>1/1/08</b>
<b>Individual Coverage</b>	52,689	78,744
<b>Employer-Sponsored Coverage</b>	3,804,924	3,890,160
<b>Aggregate</b>	3,857,613	3,968,904
<b>Change from 1/1/07</b>		<b>111,291</b>

"The Health Care Reform Law relied upon a partnership of government, businesses and individuals in order to achieve universal health care coverage," said Rick Lord, president and CEO of Associated Industries of Massachusetts. "Today's numbers are great news and demonstrate that employers are doing their part to make the Health Care Reform Law work."

"A key goal of health care reform was to encourage individuals to accept employer-sponsored coverage," said Michael J. Widmer, president of the Massachusetts Taxpayers Foundation.

"These new numbers demonstrate the strong employer commitment to health reform in Massachusetts at a time that employer coverage is dropping in most other states."

"Today's data demonstrates the high priority and commitment of the state's health plans to the Health Care Reform Law," said Dr. Marylou Buyse, a practicing primary care physician and president of the Massachusetts Association of Health Plans. "We look forward to contributing to the law's continued success and working with legislative leaders, members of the administration, and our partners in the health care community on the next phase of this landmark effort: controlling the cost of health care so that it remains affordable for employers and consumers."

Health plans that provided membership information included

Aetna	Mega-Life and Health Insurance Co.
Blue Cross Blue Shield MA	Midwest National Life Insurance Co. of Tennessee
Chesapeake Life Insurance Co.	Neighborhood Health Plan
Fallon Community Health Plan	Tufts Health Plan
Harvard Pilgrim Health Care	UniCare
Health New England	

**About the Massachusetts Association of Health Plans**

*The Massachusetts Association of Health Plans represents 12 health plans covering more than 2.4 million Massachusetts residents. It is dedicated to improving health for all in Massachusetts by promoting affordable, safe and coordinated health care.*

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